Virginia Museum of Fine Arts Foundation
Minutes of the Campaign Committee Meeting
Tuesday, January 21, 12:00pm
Claiborne Robertson Room

There were present:

Jill Harris, Co-Chair
Monroe Harris, Co-Chair
Elizabeth Locke, Co-Chair
John Staelin, Co-Chair
Kelly Armstrong
Tiff Armstrong
Joanne Blakemore
Cindy Conner
Birch Douglass
Anne Edwards
Mary Frediani
Meg Gottwald
Hiter Harris
Jil Harris
Peter Huber
Bev Perdue Jennings
Charles Johnson
Jim Klaus
Hubert Phipps
Celia Rafalko
Sherrill Smith
Lilo Ukrop
Deborah Valentine
Florence Lee Wellons

Absent:
   Nancy Huber
   Aubrey Layne
   Jennifer Sisk
   Joey Smith

By Invitation:
   Caprice Bragg
   Shanna Chandler
   Charlotte Couch
   Kristine Craig
   Naomi Crown
   Bonnie Devlin
   Maya Erhardt
   Tom Gutenberger
   Jan Hatchette
I. CALL TO ORDER

Co-Chair Dr. Monroe Harris, Jr. called the inaugural meeting of the Campaign Committee to order at 12:02 pm. He thanked everyone for participating in this important Committee for the museum and asked everyone in attendance to introduce themselves.

II. CAMPAIGN VISION

Director Alex Nyerges presented the vision for this campaign, detailing the priorities including capital improvements, annual operations, and endowments for exhibitions, conservation, statewide and education. Mr. Nyerges described the components of the $365 million goal and how we are positioned to successfully meet it.

III. CAMPAIGN OVERVIEW

Campaign Consultant Bonnie Devlin of Washburn & McGoldrick provided a recap of the feasibility study that produced the results needed to secure Board approval for the campaign in June 2019. Ms. Devlin also discussed the elements of a successful campaign and the impact made and needed by campaign volunteers.

IV. CAMPAIGN MATERIALS

Deputy Director for Advancement Tom Gutenberger referred attendees to the Campaign Committee handouts distributed to all members. A notebook was provided to keep Committee materials handy for future meetings. Mr. Gutenberger discussed the Committee structure and introduced VMFA Advancement staff members that would serve as liaisons to each sub-committee. These liaisons will be in regular contact with Committee members to determine next steps and roles as needed moving forward. Drafts of campaign promotional materials that are being produced were distributed as well. These will be used to complement campaign conversations with prospects, and when finalized, will be provided to Committee members as well.
V. NEXT STEPS

Co-Chair John Staelin reiterated the next steps to include liaison follow-up, monthly progress reports and future meeting dates to come. He provided a testimonial about his involvement with VMFA and this campaign. He opened the floor for questions.

VI. Q & A

Discussion followed about the impact of construction, the current competitive fundraising environment of local or museum campaigns, and ways in which Committee members can help introduce new prospects to VMFA and the campaign.

VII. ADJOURN

The meeting was adjourned at 2:02pm.

Recorded by:  Karen McGill
Executive Administrator to the Deputy Director for Advancement